



KNXV

ORDER

Print Date 10/08/12

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Flight Dates **10/02/12-10/14/12**

Contract / Revision **304387 /** **Kirkpatrick for Congress 2012**

Original Date / Revision 07/11/12 10/08/12 Agency Com 15%

Billing Contact

Advertiser **Kirkpatrick / Democrat / Con**
1580 Lincoln Street
Suite 510
Denver, CO 80203

Agency **Media Strategies and Resea**

Buying Contact Sales Office KNXVL

1580 Lincoln Street
Suite 510
Denver, CO 80203

Sales Region LOC

Agency Ref

Primary Account Executive
 KNXV House

Account Executive	Order%	Start Date	End Date
KNXV House	100%		

Order Sep 00:13:00

Estimate # **11365**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes DO

Priority P-6

Advertiser Ref

Order Share 15% Market Value 142500

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	%	0
KPNX	%	0
KPPX	%	0
KSAZ	%	0
KTVK	%	0
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	85%	121125

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	56	\$18,168.75	\$21,375.00	0.00
Totals	56	\$18,168.75	\$21,375.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/12/12	56	\$18,168.75	\$21,375.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	KNXV	10/02/12	10/08/12	M-F 6-7am M-F 6-7am	CM	6am-7am	11111--	:30	5	\$150.00	P-6	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- 1111--	4		\$150.00		0.00						
Week:		10/08/12	10/14/12	1-----	1		\$150.00		0.00						
N 2	KNXV	10/02/12	10/08/12	M-F 7-9am M-F 7-9am	CM	7am-9am	11111--	:30	5	\$150.00	P-6	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- 1111--	4		\$150.00		0.00						
Week:		10/08/12	10/14/12	1-----	1		\$150.00		0.00						



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Contract / Revision **304387** Flight Dates **10/02/12-10/14/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 10/08/12

Order Sep 00:13:00

Advertiser **Kirkpatrick / Democrat / Co** Product **Kirkpatrick for Congress 20** Estimate # **11365**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	KNXV	10/04/12	10/04/12	M-F 10am-11am The View	CM	10am-11am	---1---	:30	1	\$300.00	P-6	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	---1---	1		\$300.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KNXV	10/01/12-10/07/12		M-F 10am-11am	10am-11am		---Th----	:30	\$250.00	0.00	NM			
N 4	KNXV	10/02/12	10/08/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	1-1----	:30	2	\$150.00	P-6	0.00 NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	--1----	1		\$150.00		0.00					
Week:		10/08/12	10/14/12	1-----	1		\$150.00		0.00					
N 5	KNXV	10/02/12	10/05/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	-1--1--	:30	2	\$200.00	P-6	0.00 NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-1--1--	2		\$200.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KNXV	10/01/12-10/07/12		M-F 2pm-3pm	2pm-3pm		-T---F----	:30	\$175.00	0.00	NM			
2	KNXV	10/01/12-10/07/12		M-F 2pm-3pm	2pm-3pm		-T---F----	:30	(\$175.00)	0.00	NM			
See MG 8.6,8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18 [na for political FX MJ 10/3]														
N 6	KNXV	10/02/12	10/08/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	11111--	:30	5	\$300.00	P-6	0.00 NM	5	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-1111--	4		\$300.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
2	KNXV	10/01/12-10/07/12		M-F 430pm-5pm	430pm-5pm		-TWThF----	:30	\$150.00	0.00	NM			
3	KNXV	10/01/12-10/07/12		M-F 430pm-5pm	430pm-5pm		-TWThF----	:30	\$150.00	0.00	NM			
4	KNXV	10/01/12-10/07/12		M-F 430pm-5pm	430pm-5pm		-TWThF----	:30	\$150.00	0.00	NM			
Week:		10/08/12	10/14/12	1-----	1		\$300.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
5	KNXV	10/08/12-10/14/12		M-F 430pm-5pm	430pm-5pm		M-----	:30	\$225.00	0.00	NM			
[oversold]														
N 7	KNXV	10/02/12	10/02/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	-1-----	:30	1	\$250.00	P-6	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-1-----	1		\$250.00		0.00					
N 8	KNXV	10/02/12	10/08/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	11111--	:30	5	\$400.00	P-6	0.00 NM	16	\$3,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-1111--	4		\$400.00		0.00					



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Contract / Revision **304387** Flight Dates **10/02/12-10/14/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 10/08/12

Order Sep 00:13:00

Advertiser **Kirkpatrick / Democrat / Co** Product **Kirkpatrick for Congress 20** Estimate # **11365**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 8	KNXV	10/02/12	10/08/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	11111--	:30	5	\$400.00	P-6	0.00	NM	16	\$3,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-1111--	4		\$400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	10/01/12-10/07/12		M-F 5pm-530pm	5pm-530pm		-TWThF----	:30		\$300.00		0.00	NM		
2	KNXV	10/01/12-10/07/12		M-F 5pm-530pm	5pm-530pm		-TWThF----	:30		(\$400.00)		0.00	NM		
See MG 8.6,8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18 [na for political (P3 and above) MJ 10/2]															
3	KNXV	10/01/12-10/07/12		M-F 5pm-530pm	5pm-530pm		-TWThF----	:30		\$300.00		0.00	NM		
[relog per SMC. MJ 10/3]															
4	KNXV	10/01/12-10/07/12		M-F 5pm-530pm	5pm-530pm		-TWThF----	:30		(\$400.00)		0.00	NM		
See MG 8.6,8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18 [na for political MJ 10/4]															
6	KNXV	10/06/12-10/06/12		Sa 4pm/5pm News	4-430p		-----Sa--	:30		\$350.00		0.00	NM		
Ⓜ MG for 9.3,9.4,10.4,5.2,8.4,8.2															
7	KNXV	10/08/12-10/14/12		M-F 430-5am	430-5am		MTWThF----	:30		\$20.00		0.00	NM		
Ⓜ MG for 9.3,9.4,10.4,5.2,8.4,8.2															
8	KNXV	10/08/12-10/14/12		M-F 430-5am	430-5am		MTWThF----	:30		\$20.00		0.00	NM		
Ⓜ MG for 9.3,9.4,10.4,5.2,8.4,8.2															
9	KNXV	10/08/12-10/14/12		M-F 430-5am	430-5am		MTWThF----	:30		\$20.00		0.00	NM		
Ⓜ MG for 9.3,9.4,10.4,5.2,8.4,8.2															
10	KNXV	10/08/12-10/14/12		M-F 430-5am	430-5am		MTWThF----	:30		\$20.00		0.00	NM		
Ⓜ MG for 9.3,9.4,10.4,5.2,8.4,8.2															
11	KNXV	10/08/12-10/14/12		M-F 430-5am	430-5am		MTWThF----	:30		\$20.00		0.00	NM		
Ⓜ MG for 9.3,9.4,10.4,5.2,8.4,8.2															
12	KNXV	10/08/12-10/14/12		M-F 5-6am	5am-6am		MTWThF----	:30		\$125.00		0.00	NM		
Ⓜ MG for 9.3,9.4,10.4,5.2,8.4,8.2															
13	KNXV	10/08/12-10/14/12		M-F 5-6am	5am-6am		MTWThF----	:30		\$125.00		0.00	NM		
Ⓜ MG for 9.3,9.4,10.4,5.2,8.4,8.2															
14	KNXV	10/08/12-10/14/12		M-F 5-6am	5am-6am		MTWThF----	:30		\$125.00		0.00	NM		
Ⓜ MG for 9.3,9.4,10.4,5.2,8.4,8.2															
15	KNXV	10/08/12-10/14/12		M-F 5-6am	5am-6am		MTWThF----	:30		\$125.00		0.00	NM		
Ⓜ MG for 9.3,9.4,10.4,5.2,8.4,8.2															
16	KNXV	10/08/12-10/14/12		M-F 5-6am	5am-6am		MTWThF----	:30		\$125.00		0.00	NM		
Ⓜ MG for 9.3,9.4,10.4,5.2,8.4,8.2															
17	KNXV	10/11/12-10/11/12		Prime News	8p-9p		---Th-----	:30		\$700.00		0.00	NM		
Ⓜ MG for 9.3,9.4,10.4,5.2,8.4,8.2															
18	KNXV	10/11/12-10/11/12		Prime News	8p-9p		---Th-----	:30		\$700.00		0.00	NM		
Ⓜ MG for 9.3,9.4,10.4,5.2,8.4,8.2															
Week:		10/08/12	10/14/12	1-----	1		\$400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	KNXV	10/08/12-10/14/12		M-F 5pm-530pm	5pm-530pm		M-----	:30		\$550.00		0.00	NM		
[na for FX political MJ 10/5]															
N 9	KNXV	10/02/12	10/08/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	11111--	:30	5	\$500.00	P-6	0.00	NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-1111--	4		\$500.00		0.00						



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Contract / Revision **304387** Flight Dates **10/02/12-10/14/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 10/08/12

Order Sep 00:13:00

Advertiser **Kirkpatrick / Democrat / Co** Product **Kirkpatrick for Congress 20** Estimate # **11365**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 9	KNXV	10/02/12	10/08/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	11111--	:30	5	\$500.00	P-6	0.00	NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-1111--	4		\$500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	10/01/12-10/07/12		M-F 6pm-630pm		6pm-630pm	-TWThF----	:30		\$350.00		0.00	NM		
2	KNXV	10/01/12-10/07/12		M-F 6pm-630pm		6pm-630pm	-TWThF----	:30		(\$500.00)		0.00	NM		
See MG 9.6,9.7 [program change preempt rv 9/6]															
3	KNXV	10/01/12-10/07/12		M-F 6pm-630pm		6pm-630pm	-TWThF----	:30		(\$500.00)		0.00	NM		
See MG 8.6,8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18															
4	KNXV	10/01/12-10/07/12		M-F 6pm-630pm		6pm-630pm	-TWThF----	:30		(\$500.00)		0.00	NM		
See MG 8.6,8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18 [na for politicals P3 and higher MJ 10/2]															
6	KNXV	10/03/12-10/03/12		Prime News		8p-9p	--W-----	:30		\$500.00		0.00	NM		
Ⓜ MG for 10.2,9.2															
7	KNXV	10/03/12-10/03/12		Prime News		8p-9p	--W-----	:30		\$500.00		0.00	NM		
Ⓜ MG for 10.2,9.2															
Week:		10/08/12	10/14/12	1-----	1		\$500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	KNXV	10/08/12-10/14/12		M-F 6pm-630pm		6pm-630pm	M-----	:30		\$550.00		0.00	NM		
N 10	KNXV	10/02/12	10/08/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$500.00	P-6	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-1111--	4		\$500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KNXV	10/01/12-10/07/12		M-F 630pm-7pm		630pm-7pm	-TWThF----	:30		(\$500.00)		0.00	NM		
See MG 9.6,9.7 [program change preempt rv 9/6]															
4	KNXV	10/01/12-10/07/12		M-F 630pm-7pm		630pm-7pm	-TWThF----	:30		(\$500.00)		0.00	NM		
See MG 8.6,8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18 [oversold by 7]															
Week:		10/08/12	10/14/12	1-----	1		\$500.00		0.00						
N 11	KNXV	10/02/12	10/02/12	Tuesday Prime B DWTS Results	CM	8pm-9pm	-T-----	:30	1	\$4,000.00	P-6	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-T-----	1		\$4,000.00		0.00						
N 12	KNXV	10/04/12	10/04/12	Thursday Prime A Last Resort	CM	7pm-8pm	---T---	:30	1	\$2,000.00	P-6	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	---T---	1		\$2,000.00		0.00						
N 13	KNXV	10/02/12	10/08/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	11111--	:30	5	\$600.00	P-6	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-1111--	4		\$600.00		0.00						
Week:		10/08/12	10/14/12	1-----	1		\$600.00		0.00						
N 14	KNXV	10/06/12	10/06/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$300.00	P-6	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$300.00		0.00						
N 15	KNXV	10/07/12	10/07/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$600.00	P-6	0.00	NM	1	\$600.00



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**KNXV-TV
PHOENIX**

Contract / Revision **304387** Flight Dates **10/02/12-10/14/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 10/08/12

Order Sep 00:13:00

Advertiser **Kirkpatrick / Democrat / Co** Product **Kirkpatrick for Congress 20** Estimate # **11365**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 15	KNXV	10/07/12	10/07/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$600.00	P-6	0.00	NM	1	\$600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S					1	\$600.00		0.00				
N 16	KNXV	10/03/12	10/08/12	Nightline Nightline	CM	1035pm-1102pm	1-111--	:30	4	\$250.00	P-6	0.00	NM	4	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--111--					3	\$250.00		0.00				
Week:		10/08/12	10/14/12	1-----					1	\$250.00		0.00				
*Tax 1 Note: Tax 0.5%.														Totals	56	\$21,375.00

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